

## Message Text

UNCLASSIFIED

PAGE 01 QUITO 07639 262131Z

67

ACTION ARA-10

INFO OCT-01 EB-07 ISO-00 /018 W  
----- 091626

R 261909Z OCT 76  
FM AMEMBASSY QUITO  
TO SECSTATE WASHDC 2047  
USDOC WASHDC  
USIA WASHDC  
INFO AMCONSUL GUAYAQUIL

UNCLAS QUITO 7639

FOR WASHINGTON COMMERCIAL ACTION GROUP

E.O. 11652: N/A

TAGS: BEXP, EC

SUBJECT: FY 1976 CCP: END-OF-YEAR REPORT

REF: QUITO 7627

1. FOLLOWING IS A REVIEW OF THE FY 1976 CCP FOR ECUADOR AS  
DISCUSSED AT THE CCAG QUARTERLY MEETING HELD OCTOBER 14.

2. THE OBJECTIVES OF ALL BUT TWO CAMPAIGNS WERE ATTAINED IN  
THEIR ENTIRETY. THE TWO THAT FELL SHORT WERE #5, FISHING  
COMPLEX DEVELOPMENT, AND #6, PETROLEUM AND PETROCHEMICAL  
DEVELOPMENT. BASICALLY THEY DID NOT GET OFF THE GROUND DUE  
TO THE GOVERNMENT'S FAILURE TO IMPLEMENT THE DEVELOPMENT  
PLANS IN EXISTENCE FOR THESE INDUSTRIAL SUB-SECTORS.

3. FOLLOWING IS A STATISTICAL ANALYSIS OF COMMERCIAL  
REPORTING IN CONNECTION WITH THE FY 1976 CCP AND AS  
COMPARED TO FY 1975 (COMPUTED ON AN OCTOBER THROUGH  
SEPTEMBER BASIS):

PRIVATE TRADE OPPORTUNITIES	162	160
(EMB)	(88)	(97)
(CONGEN)	(74)	(63)

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 QUITO 07639 262131Z

FOREIGN GOVERNMENT TENDERS 90 55

(EMB)	(53)	(38)	
(CONGEN)	(37)	(17)	
EARLY WARNINGS		21	12
(EMB)	(5)	(7)	
(CONGEN)	(16)	(5)	
MAJOR PROJECTS REPORTED		18	35
(EMB)	(18)	(35)	
(CONGEN)	(-)	(-)	
LICENSING OPPORTUNITIES/ JOINT VENTURES		6	29
(EMB)	(2)	(19)	
(CONGEN)	(4)	(10)	
POST-INITIATED MARKET STUDIES		4	3
(EMB)	(2)	(2)	
(CONGEN)	(1)	(1)	
ADS		83	49
(EMB)	(58)	(34)	
(CONGEN)	(25)	(15)	
WTDR		228	224
(EMB)	(115)	(110)	
(CONGEN)	(113)	(114)	
EXHIBITS/SEMINARS		2	6
(EMB)	(1)	(5)	
(CONGEN)	(1)	(1)	

4. THESE FIGURES REPRESENT A COMMENDABLE INTENSIFICATION OF THE EFFORTS OF THE ECONOMIC/COMMERCIAL SECTION TO STEP UP ITS "NON-REACTIVE" SUBMISSIONS, ESPECIALLY ITS OUTPUT OF TRADE OPPORTUNITY AND MAJOR PROJECT REPORTS. AS MENTIONED IN PREVIOUS STATUS REPORTS ON THE FY 1976 CCP, GOE IMPORT CURBS WERE IN FORCE THROUGHOUT FY 1977 THAT VERY EFFECTIVELY RESTRAINED ECUADOR'S IMPORTS; THESE CURBS WERE NOT IN FORCE DURING THE PRECEDING YEAR EXCEPT FOR UNCLASSIFIED

UNCLASSIFIED

PAGE 03 QUITO 07639 262131Z

THE FINAL SIX WEEKS OF IT. BECAUSE OF THE CURBS, ECUADOR'S IMPORTS DURING FY 1977 ARE BELIEVED TO HAVE BEEN LOWER THAN IN FY 1976, AFTER SEVERAL YEARS OF PHENOMENAL ANNUAL INCREASES IN IMPORTS. THUS THE TOTAL POTENTIAL FOR REPORTING TRADE OPPORTUNITIES WAS LOWER IN FY 1977 THAN IN THE PRECEDING YEAR, AND YET THE EMBASSY CONSIDERABLY INCREASED ITS OUTPUT OF T.O. REPORTS. AS HAS ALSO REPEATEDLY BEEN STRESSED IN OUR CCP STATUS REPORTS, THE

OUTPUT OF THE CONSULATE GENERAL WAS VERY ADVERSELY  
AFFECTED ACROSS THE BOARD BY THE SEVERE WORKLOAD IMPOSED  
BY U.S. PARTICIPATION IN THE GUAYAQUIL FAIR AND THE  
RESULTANT FOLLOW-UP ACTIVITIES.

5. ALL IN ALL, WE CONSIDER THE FY 1976 CCP TO HAVE BEEN  
A GENERALLY SUCCESSFUL ENDEAVOR TO FOCUS THE LIMITED  
RESOURCES OF THE TWO POSTS ON SECTORS AND FUNCTIONS THAT  
OFFERED THE HIGHEST POTENTIAL DOLLARS-AND-CENTS RETURN.  
IN RETROSPECT, WE BELIEVE THE MOST SIGNIFICANT SHORT-  
COMING IN IMPLEMENTING THAT CCP WAS OUR FAILURE TO DROP  
THE CAMPAIGNS FOR FISHING AND PETROCHEMICALS (AND  
SUBSTITUTE MORE WORTHWHILE ONES FOR THEM) ONCE IT BECAME  
EVIDENT THAT THESE SECTORS WOULD NOT BE NEARLY AS ACTIVE  
DURING FY 1976 AS HAS PREVIOUSLY BEEN EXPECTED. (WE DID  
REVISE A GOODLY PORTION OF THAT CCP IN APRIL-- VIA QUITO  
2591-- IN ORDER TO KEEP IT REALISTIC, BUT WE NOW REALIZE  
THAT THE REVISIONS SHOULD HAVE INCLUDED REPLACEMENT OF  
THOSE TWO CAMPAIGNS.) IN ANY CASE, WE LEARNED A LESSON  
FROM THIS, AND WE INTEND TO BE ON THE ALERT DURING FY  
1977 TO MAKE MAJOR AS WELL AS MINOR CHANGES IN THE  
CURRENT CCP IF AND AS THE NEEDS TO DO SO BECOME APPARENT.  
BLOOMFIELD

UNCLASSIFIED

NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 26 OCT 1976  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1976QUITO07639  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Film Number:** D760400-0356  
**From:** QUITO  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1976/newtext/t19761017/aaaaaolf.tel  
**Line Count:** 138  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Office:** ACTION ARA  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 3  
**Previous Channel Indicators:** n/a  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** 76 QUITO 7627  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** buchant0  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 17 AUG 2004  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <17 AUG 2004 by cookms>; APPROVED <27 DEC 2004 by buchant0>  
**Review Markings:**

Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
04 MAY 2006

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** FY 1976 CCP: END-OF-YEAR REPORT  
**TAGS:** BEXP, EC  
**To:** STATE  
COM  
**Type:** TE  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006